

Scottsdale's Museum of the West: Marketing Highlights as It Begins Its Third Year

Respectfully Submitted to the Scottsdale Tourism Development Commission

By

Mike Fox, Director/CEO

January 11, 2017

Honors

- For the second consecutive year, named "Best Western Museum in the Nation" by the editors of True West magazine

TripAdvisor: Highly rated attraction

- 4.5 out of 5
- #10 of 162 things to do in Scottsdale

Facebook

- 4.7 out of 5 stars (positive reviews)
- New Facebook followers acquired at a growth rate (% of growth) on par with or surpassing other local, larger arts/culture institutions including:

Desert Botanical Garden
Phoenix Art Museum
Musical Instrument Museum (MIM)

- A robust, engaged online community

Taos exhibition post (1st five days; Jan. 5-10, 2017)

Reach: 21,000+ (40% organic, 60% paid)

181 shares

30 comments

926 post clicks

Airport Signage/Advertising (Dec. 2016 – Dec. 2017)

- Museum digital ads on baggage claim carousels (3 terminals)
- 12' x 4' overhead billboard (Southwest Airlines gate area)
- Digital ads on two directories near Gates C and D of Terminal 4 (Southwest Airlines); to be installed Jan. 12, 2017

Hashknife Pony Express (Friday, Feb. 10, 2017)

- This year's mail delivery will take place at the museum instead of the Waterfront
- The mail delivery will be followed by free, family-friendly activities outside on the museum's south plaza
- Pony Express event to be incorporated in the City of Scottsdale's "Western Week" promotions

Recently Opened Exhibitions: Winter/Spring 2017

Marjorie Thomas: Arizona Art Pioneer AND

The Scottsdale Craftsmen: A 70-Year Legacy

(December 20, 2016 – Late December 2017)

- Exhibitions provide a historic context for Scottsdale's evolution into an arts and culture center
- Feb. 24 event to include speakers regarding Scottsdale's art origins, reception, exhibition viewing

"The Taos Society of Artists" Exhibition (Jan. 10-April 30), April 6-7 Taos Symposium and Monthly "Taos Tuesdays" Events

- Jan. 9, 2017 members' preview: Attended by hundreds of people
- Publicity to Date: Scottsdale Republic (full-page regarding Taos exhibition), Images Arizona magazine, Arizona Foothills magazine (online), Scottsdale Independent, Paradise Valley Lifestyle magazine, Phoenix New Times, Western Art Collector magazine (Jan. 2017: 6-page feature; Sept. 2016: 1-page preview; social media), Antiques and The Arts Weekly (full-page printed story; online story), Western Art & Architecture magazine (blog post, social media), Cowboys & Indians magazine, True West magazine.
- Pending Publicity: "Horizon," KAET TV/Channel 8 (PBS); USA Today Travel: Winter Museum Exhibition Top Picks (online slideshow); Arizona Redbook (online story).

New Collections to Market in Summer and Fall 2017

The Rennard Strickland Collection of Western Film History

(The world's premier collection of Western and Indian movie poster graphic arts)

- Contemporary graphic arts with broad, popular appeal
- Opportunity to use the collection as a teaching tool about stereotypes and misconceptions of American Indians

Allan and Judith Cooke Collection: Hopi Ceramic Pottery

(Finest Hopi ceramic pottery ever collected, representing 700 years of artistry)

- Marketing sponsorship secured
- Will engage Hopi consultant(s) to ensure the exhibition tells the story of the Hopi in an authentic way

2017 MEDIA STRATEGIES

Maintain presence in key media outlets

Expand reach and frequency in local, regional and national markets

Target the "top, core Scottsdale" visitor, as well as the senior market

Expand into new special interest media, and neighborhood/community media

Leverage downtown Scottsdale visitor traffic

Rationale:

-Previously, many people's daily news and information came from local media outlets (newspapers, radio, TV), supplemented by national media. Today, our target audience is more likely to get their daily news and information from national/international sources and supplement it with hyperlocal media (e.g., neighborhood and community newspapers and magazines, social media, and special interest websites, publications, and e-newsletters).

-Research regarding the high value Scottsdale tourist (Scottsdale Convention and Visitors Bureau Visitor Industry Customer Analysis) indicates that the city's top, core customer (high value, purchasing art, fine wine at restaurants, full-price shopping and hotel accommodations, etc.) is:

Domestic and Canadian

Leisure traveler (not business visitor)

Repeat visitor

Not motivated by discounted deals; stays at favorite hotel/resort, regardless of price

50 years of age (the overall targeted “sweet spot” is age 35 to 55)

Married (75%)

Kids at home (78%)

Household income of \$247,000

Interested in international travel, regular exercise and cultural experiences

-There is the opportunity to extend our marketing outreach beyond traditional Western equestrians (ranchers, cowboys/cowgirls, rodeo participants) to the growing group of affluent, urban female riders in the state and the nation.

In a Wall Street Journal article dated Sept. 22, 2016 (<http://www.wsj.com/articles/midlife-crisis-maybe-a-horse-will-help-1474570439>), the United States Equestrian Federation acknowledges that the number of “well-cared-for horses” in the U.S. totals about two million and is climbing. More than 75% of horse owners are women, with many of them acknowledging that horses are a midlife-crisis purchase. These largely Gen X and Gen Y women are also happily indoctrinating their daughters.

-Many businesses, organizations and other entities spend millions of marketing dollars annually to drive tourists to downtown Scottsdale. With additional resources, these nearby, potential museum visitors could be more aggressively recruited as museum guests.

MEDIA TACTICS

Advertise in existing and additional media

Local publicity

National publicity outreach (assisted by Experience Scottsdale, AOT and Phoenix CVB, perhaps others)

Target special interest audiences

Seasonal and exhibition timing

Grassroots marketing

Relationship marketing

PLANNED ADVERTISING MARKETING MIX

Arts and entertainment programs

E-newsletters (arts and culture; lifestyle)

Newspapers (community and special interest)

Magazines (travel/tourism, community and special interest)

Annual guides and directories

Broadcast (local)

Online

Social media

Transit

Distribution services (brochures, flyers, coupons)

Grassroots/Organizations

Movie theaters

PUBLICITY

Nationally read newspapers, inflight magazines

Local print, online, and broadcast general consumer media including communication outlets that cover arts and culture news and events; neighborhoods with well-educated and affluent residents; western- and equestrian-oriented media; etc.